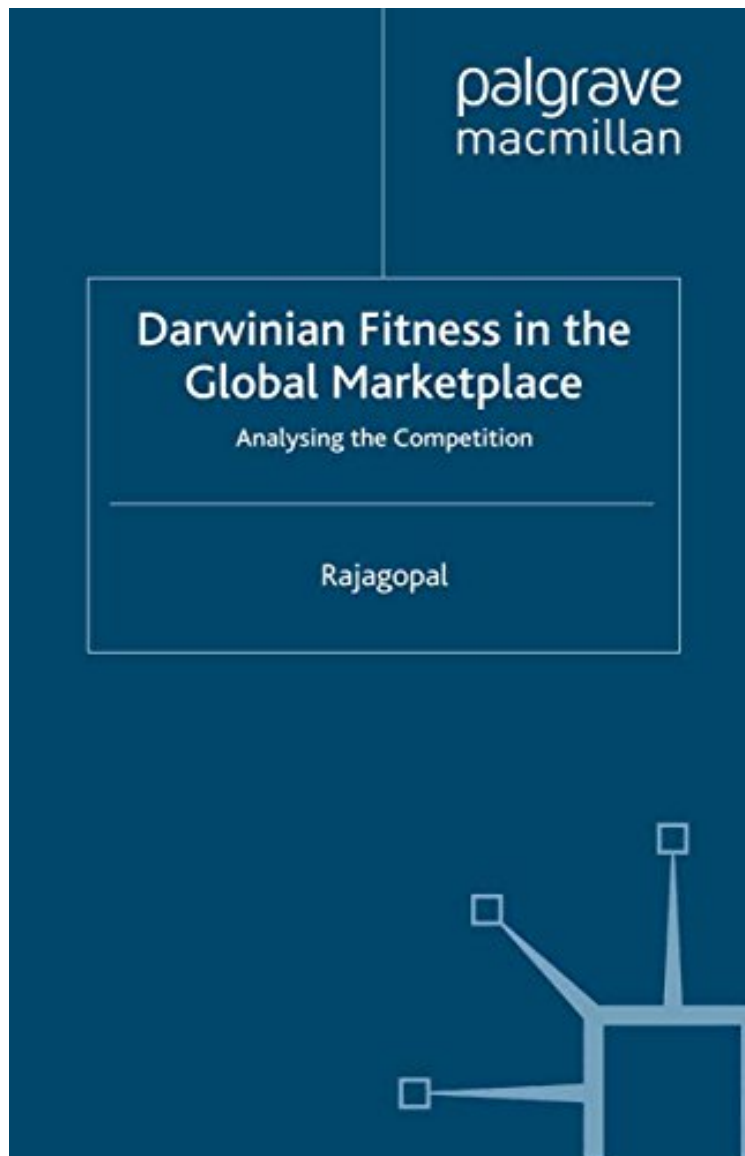


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Darwinian Fitness in the Global Marketplace: Analysing the Competition

P. Rajagopal

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P. Rajagopal : Darwinian Fitness in the Global Marketplace: Analysing the Competition before purchasing it in order to gage whether or not it would be worth my time, and all praised Darwinian Fitness in the Global Marketplace: Analysing the Competition:

Reviews theories of competition and existing literature, and examines the attributes of market competition and strategies adhered to by firms in the global marketplace. Provides an in-depth analysis of a broad spectrum of important topics on competitive strategies and tactics.

This is not a book for all executives. It should however be mandatory reading for those executives that have competition, that face challenges of a changing environment, that are perplexed by new products, new competition, new customers and consumers. -John L Stanton, Professor, Saint Joseph University, Philadelphia

From the Author This book reviews categorically the theories of competition and previous researches, and analyzes the competitive practices of multinational companies towards strategic and tactical stewardship in business. The book discusses new concepts related to efficiency and effectiveness of competitive strategies required for the firms to sustain in the global marketplace. The discussions in the book bring multiple perspectives on making strategic and tactical decisions and present analytical models that managers should understand in determining the business move in a competitive marketplace.

About the Author Dr Rajagopal is Professor of Marketing at EGADE Business School of Tecnologico de Monterrey (ITESM), Mexico City Campus, and Fellow of the Royal Society for Encouragement of Arts, Manufacture and Commerce, London, UK. He is also Fellow of the Chartered Management Institute and the Institute of Operations Management, UK. He has been listed in various international directories including Who's Who in the World since 2008 and 2000 Outstanding Intellectuals of the 21st Century, published in 2009 by the International Biographical Center, Cambridge, UK. He offers courses in Competitor Analysis, Marketing Strategy, Advance Selling Systems, International Marketing, Services Marketing, New Product Development, and other subjects of contemporary interest to the students of undergraduate, graduate, and doctoral programmes. He holds postgraduate and doctoral degrees in Economics and Marketing respectively from Ravishankar University in India. His specialisation is in the fields of Marketing Management, Rural Economic Linkages, and Development Economics. He has to his credit 36 books on marketing management and rural development themes and over 400 research contributions that include published research papers in national and international refereed journals. He is Editor-in-Chief of International Journal of Leisure and Tourism Marketing, International Journal of Business Competition and Growth, and International Journal of Built Environment and Asset Management.